

Roll No.

BBA-404(N)

B. B. A. (Fourth Semester)
EXAMINATION, May, 2013

(New Course)

Paper Fourth

SALES MANAGEMENT

Time : Three Hours]

[Maximum Marks : 70

Note : Attempt all the *five* questions. All questions carry equal marks.

1. Briefly discuss the significance of personal selling and functions of sales executives.

Or

Briefly explain the importance of the sales organization and relationship. Also discuss the distinct types of sales organizational structures.

2. What is the difference between "AIDS theory" of selling and "Situation response theory" of selling ? Explain through proper example.

Or

How does the relative importance of sales department external relations with distributive network relations vary across the different stages of selling process ? Explain.

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3. What kind of allocation of sales and distribution between the company's sales personnel and channel members ? Illustrate with examples.

Or

Define the role and importance of middlemen. What are the various strategies organizations can follow for choosing the appropriate marketing channel ?

4. Discuss the important criteria for recruitment of sales staff.

Or

What are the basic purpose fulfilled by a sales organization ? Outline the steps involved in developing a sales organization.

5. Write short notes on any *three* of the following :

- (a) Functions of sales executives
- (b) Motivational tools for sales personnel
- (c) Interview as a tool as salesforce selection
- (d) Concept of physical distribution system

Or

Write short notes on any *three* of the following :

- (a) Elaborate sales compensation.
- (b) Role of salesman towards organising display and showroom.
- (c) Prospecting, pre-approach and post-approach.
- (d) Necessity of distributive network relations.